

# CrossROADS

TRADE  
DEVELOPMENT  
ALLIANCE  
of  
GREATER  
SEATTLE

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## Benchmarking the World

### *Shanghai Study Mission*

Walking down the new Nanjing Road Pedestrian walkway, one of the delegates on the recent International Study Mission to Shanghai took in the emerging megalopolis. Young, hip shoppers carrying Prada and Gucci bags. Stores and businesses everywhere. Hustle and bustle galore. Walking like a ghost through this scene was an elderly woman. The delegate noticed her tiny, tiny feet which had obviously been bound as a child in the tradition of that time. She truly was an apparition, an anachronism in this self-consciously up and coming city.

The International Study Mission to Shanghai was the 10th in a series of such missions to study what other regions are doing to be competitive in a global economy. Shanghai is a hyperactive example of one working to be world class.

Shanghai has established heady goals for the development of its city, explicitly stating it wants to be considered a metropolis on the level of New York, London, Paris or Tokyo. If recent years are any indication, the city is off to a good start in achieving this goal. An oft quoted statistic is that in the mid-1990s, 20 percent of all the world's construction cranes were in Shanghai. Although

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## Global Health Issues

### *Merck CEO Speaks in Greater Seattle*

As we have seen with the recent SARS outbreak and its effect on economies worldwide, global health issues are of paramount importance in today's world. Greater Seattle is the most internationally-trade dependent region in the United States and is a center of medical research and health care. So it made sense that the president and CEO of one of the largest pharmaceutical companies in the world spoke in Seattle earlier this month.

**Raymond Gilmartin**, president of Merck & Co, spoke on: "A new role for corporate America: partners in global health and development." At a packed event at the Westin Hotel, Gilmartin noted that global health issues affect many industries, but it strikes the pharmaceutical industry at its core. "It is one thing to develop novel medicines," Gilmartin said. "It is another to make sure that people, wherever they live, have access to medicines."

Gilmartin, who was introduced by **Richard Peterson**, president and CEO of Swedish Health Services, told the audience that Merck, which has offices in Greater Seattle, has established pro-

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## *Shanghai, continued from page 1*

there are not that many today, construction of infrastructure continues at an astonishing pace.

In many ways, the city is experiencing a rebirth of the boom times of the late 1800s. As Stella Dong says in her book, *Shanghai*, "In Shanghai's prime, no city in the Orient, or the world for that matter, could compare with it."

At the beginning of the mission, the delegation traveled to nearby Suzhou in Jiangsu Province, a city that was described as "small" at one of our briefings. Only in China would a city of 5.8 million people be called "small."

In Suzhou, Snohomish County Executive and Trade Alliance secretary **Bob Drewel** signed a Memorandum of Understanding with the Mayor of Suzhou **Yang Weize** aimed at increasing economic cooperation between our two regions. In a meeting with Jiangsu Province Vice Governor Zhang Weijuo, Pierce County Executive **John Ladenburg** spoke of the possibility of increased trade and deeper relations between Greater Seattle, Suzhou and Jiangsu Province.

The delegation arrived in Shanghai on April 1st and could easily have assumed it was an April Fool's joke when told the countless skyscrapers were almost all built in the last ten years. Shanghai has built an enormous amount of infrastructure over the last decade with plans for much more. Similar to what we saw in last year's Barcelona trip, Shanghai is using big events to drive further improvements to the city. One of the speakers to our group, **Frank Yun O Peng**, director of the U.S. - China Business Center, told the delegation that Shanghai was recently awarded the 2010 World Expo. "We hope to use that event to improve infrastructure and other features of Shanghai," Professor Peng said. In Barcelona, the city is using a Forum of Cultures event to build up the city's waterfront.

Shanghai is also busily building up its transportation infrastructure, a necessity in a city of nearly 20 million people. Shanghai's goal is to increase the percentage of transit trips from the current 21 percent to 26 percent in 2005 and 50 percent by 2020. By 2030, Shanghai plans on

having 17 subway and light rail lines, spanning a 490-mile network that includes 430 stations all across the metropolitan region. Shanghai and Seattle's transportation systems hardly seem comparable, considering there are nearly twice the number of bicycles in Shanghai (6 million) than people in Greater Seattle.

However, like Greater Seattle, Shanghai's transportation challenges are significant and very much tied to their efforts to grow their economy and improve the quality of life for Shanghai

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### **"I Got a Rock"**



*Dawson, Miller & Buck in front of rock*

One highlight of the trip was Mayor of Suzhou Yang Weize presenting a Taihu rock for the new Seattle Chinese Garden at the north end of South Seattle Community College. These rocks come from Lake Tai near Suzhou and play a critical role in many classical Chinese Gardens. Port of Seattle Commissioner **Paige Miller**, a key player in the Seattle Chinese Garden as a board member and champion, was on hand to receive it. Also there was **David Buck**, president of the Seattle Chinese Garden Society, as well as principal/shareholder at the law firm of Riddell Williams, and **James Dawson**, past president of the Garden Society and principal of Dawson Associates.

## *Shanghai, continued from page 2*

residents. One of the delegates, **Joni Earl**, Sound Transit Executive Director, commented that Shanghai's approach to congestion problems is very similar to Puget Sound's. The city of Shanghai is looking to multi-modal, integrated solutions, both rail and bus, to provide alternatives to congestion. When asked what the biggest lessons learned were, Earl said, "Once a decision is made, move forward to build it and continue to look for multiple solutions."

Many of the delegates commented on how Shanghai makes decisions and moves forward to implement them. During a wrap-up session on the last day of the trip, President and CEO of the Greater Seattle Chamber of Commerce **Steve Leahy** commented that this was a common theme found on previous study missions. "In Barcelona and on the domestic trip last year to Chicago, we saw regions that used teamwork and consensus to get things done."

Delegates found during the Mission that the city is full of plans and methods to implement the them. At one briefing the delegation was told Shanghai aims to increase its GDP per capita to \$7500 from the current \$5000. It wants a modern infrastructure system with "three ports and two networks" as its skeleton. It has identified industries it wants to grow; it wants to improve its

financial market, attract more international travelers and residents and be a world class city.

This is all discussed in the context of Shanghai's past success where, as one speaker to the group said, "Shanghai has had double digit GDP growth, contracted foreign capital of \$10.5 billion and is a place where 20,000 cameras, 6000 air conditioners, 40,000 mobile phones and a host of other consumer goods are produced every day."

One of the interesting things in meetings with officials from Shanghai is both their pride in accomplishments already made, but also their humbleness (coupled with ambition) in admitting they have a long way to go to achieve their ultimate goals. After listing her school's many accomplishments, **President Wu** of Tong Ji University told the delegation, "We still have a long way to go to establish a world class university." Note she said they had a distance to travel but also had a destination in mind: world class.

It is a powerful combination of ambition and humbleness that drives Shanghai. As delegates toured the Pudong district of the city, which ten years ago was farmland, and saw the dozens of skyscrapers and bustling businesses there today, it was obvious that the ambling elderly woman walking down the pedestrian pathway will see more change in this city.

### **20 Years of Seattle-Chongqing Sister City Relationship**

Twenty years ago the City of Seattle and Chongqing, China became sister cities and commenced a very active relationship. At the time, Chongqing had a population of 13 million. Now, Chongqing is a city-state of 32 million reporting directly to the central government. To commemorate the relationship, City Council member **Margaret Pageler** led a large delegation to Chongqing the week of April 7 after the Shanghai trip.

Over the years, the relationship has resulted in a dinosaur exhibit at the Burke Museum; zoo exchanges including golden monkeys; the design by the Chongqing Parks Bureau of a classic Chinese garden at South Campus of

Seattle Community College; the opening of the Little Swan restaurant in Kent, featuring outstanding Szechwan food; and provision of technical assistance and training on issues from power management to personnel for Chongqing. As Chongqing transitions from a heavily industrial city to high technology, the business exchanges will increase. In Chongqing, **Bill Stafford** of the Trade Alliance, **Paige Miller** of the Port of Seattle and Councilmember Pageler made a presentation on the Greater Seattle area economy.

*For more information, contact Mei Young, president of Seattle-Chongqing Sister City Committee at 206-275-3635.*

grams to live up to this ideal. Merck, the government of Botswana and the Bill and Melinda Gates Foundation formed a partnership in 2000 to provide HIV/AIDS prevention, care and treatment in Botswana. The Merck Company Foundation and the Gates Foundation each are contributing \$50 million over five years to fight HIV/AIDS in Botswana, where nearly one in three adults is HIV-positive. Merck is also donating antiretroviral medicines to support treatment initiatives for the duration of the program.

During his remarks, Gilmartin noted that global health issues—from SARS to TB to HIV/AIDS—affect all of us in today's smaller world. He also said, "Tackling global health problems requires partnerships and collaborations between government, business and non-governmental organizations." This is one of the reasons Gilmartin was in the Puget Sound area.

Many Greater Seattle institutions play a big role in making sure people all over the world have access to health care, including many of those attending the event with Gilmartin.

The Program for Appropriate Technology for Health (PATH) manages health projects all over the developing world. PATH focuses on preventing and treating communicable diseases, and improving women's and children's health. PATH has been designated by the World Health Organization (WHO) as a Collaborating Center in three technical areas: Research in Human Reproduction; Acquired Immune Deficiency Syndrome (AIDS); and Hepatitis B Vaccination. As a Collaborating Center, PATH provides technical assistance to WHO and to ministries of health.

The University of Washington has multiple programs concentrating on medical research and is home to the Asia Pacific Economic Cooperation (APEC) Emerging Infectious Disease Network. This network is dedicated to providing timely information on issues of emerging infectious diseases, enabling better collaboration by

policy makers, health officials and researchers throughout the Pacific Rim.

Of course, the Fred Hutchinson Cancer Research Center, one of the world's premier cancer care and research centers, is also located here. The Hutchinson Center performs more bone-marrow and stem cell transplants than any other institution, and houses the nation's largest cancer prevention research program. The Hutchinson Center receives more federal research funding than any other cancer center in the nation. In 2001, the President of the Center, Lee Hartwell, was awarded the Nobel Prize for Medicine.

Biotech research is a large and growing part of the high technology scene in Greater Seattle. Biotech companies such as ICOS Corporation, Targeted Genetics and Zymogenetics are conducting cutting edge bio research. According to one study, Greater Seattle's research and

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## **Business Traveler Web Resource on SARS & Other Health Issues**

Because Greater Seattle is so internationally focused and since so many of our businesses, researchers, students and others travel internationally, last month the Trade Alliance launched a Travelers Health Information section of our web site ([www.seattletradealliance.com](http://www.seattletradealliance.com)).

The web site page provides extensive links to information on SARS, including links to the Center for Disease Control, the World Health Organization, the U.S. State Department Travel Advisories and other useful sites. The site also includes links to health departments in some of the areas of the world where SARS has been a problem, including Singapore, Canada and Hong Kong. The Trade Alliance hopes the web site will be a useful informational tool for SARS and other health issues as people continue to travel around the world.



## *Merck CEO, continued from page 4*

development alliances are worth \$692 million, the fifth-largest in the United States.

Merck is increasingly involved in the biotech sector of Greater Seattle. Merck owns Rosetta Inpharmatics, which develops DNA microarray gene expression information products and tech-

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### **Merck, through Rosetta, is another important part of the science region that is Greater Seattle**

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nologies. Later this year, Rosetta will be moving into new lab and office space in South Lake Union where Microsoft co-founder Paul Allen has been developing land for biotech and research operations.

Merck, through Rosetta, is another important part of the science region that is Greater Seattle. Our region's institutions and businesses are busy pioneering fields whose potential is just beginning to be understood. Last summer, the UW became the first university in the nation to launch a doctoral degree program in nanotechnology. Leroy Hood, internationally known for co-developing the automated DNA sequencing technology that enabled the Human Genome Project, founded the Institute for Systems Biology (ISB) in Seattle.

In other words, Gilmartin's visit to Greater Seattle was apropos. There are few places in the United States as affected and intertwined with global health issues as this region.

Our research institutions have international ties and connections. Our health care and biotech companies produce goods and services used worldwide. Our foundations improve health care for millions in the developing world. Our economy is affected by SARS outbreaks in far-flung regions. As Gilmartin said last month, "Global health issues affect us all, our economies and communities." Puget Sound is affected by and has a big affect on these global health issues, too.

## **The Trade Alliance thanks the following who have renewed their memberships since January**

### **5+ Years with the Trade Alliance**

Bank of America  
Seattle University  
Consulate of New Zealand  
Publicis Dialog U.S.  
Lease Crutcher Lewis  
Pacific Rim Banker's Program  
Fred Hutchinson Cancer Research Center  
City of Bellevue  
Wildlife Sportsfishing of Costa Rica  
Kobe Trade Information Office  
Philips Medical Systems, Ultrasound

### **1 - 4 Years with the Trade Alliance**

Rovers  
Amalgamated Transit Union Local 587  
Impak, Inc  
Trade New Zealand  
Washington Mutual, Inc.  
Neuvant Aerospace Corporation  
Rockey Company/ Hill & Knowlton  
Washington State University West

*For more information, or to establish your company's membership, contact "A" Bounjaktha, (206) 389-7289, [neepapornb@seattlechamber.com](mailto:neepapornb@seattlechamber.com)*

## New members of the Trade Alliance

### Cain Creative

A corporate communications firm specializing in creative services, marketing and media consulting. The founders and owners offer a wide range of experience and expertise in advertising, corporate communications, community relations, creative project management, and the marketing and development of customer-focused start-up companies.

### Chubb & Son

An insurance firm that offers world-class service and is well known for their customer service, Chubb & Son has a large network of appraisers, claim representatives, loss control professionals and service staff. Chubb employs over 10,000 individuals throughout North America, Europe, South America and the Pacific Rim.

### Comfort Suites Downtown Seattle

Newly opened Comfort Suites Downtown/Seattle Center features 158 tastefully appointed rooms in an elegant four story design. The hotel is situated in the heart of downtown and within walking distance of the Space Needle and Key Arena.

### Congruent Software, Inc.

A Microsoft Certified Partner and a Microsoft Great Plains Partner, Congruent Software offers high quality on-site and off-site consulting. Congruent Software, Inc. specializes in providing IT solutions, ERP, CRM and web based consulting services. Their consultants have years of experience in offering software consulting and project management services.

## MEMBER

The Trade Alliance welcomes c  
to join our membership. Nearl  
members. For an annual fee of

- \* be included in our data bank according to your specific geographic and business interests.
- \* be informed about international business visitors and opportunities to participate in outbound trade missions to targeted international markets via our "matchmaker" program.
- \* receive reduced rates for Trade Alliance programs and marketing materials.
- \* be featured on the Seattle Business Directory and Business Trip Guide on the Trade Alliance's web site.

Welcome to our ne

Neuvant Aerospa

Prater

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APCO Worldwide, Inc.

Asia Pacific Travel

Attachmate Corporation

Bank of America

Benaroya Research Institute at

Virginia Mason

The Boeing Company

The Commerce Bank

Davis Wright Tremaine L.L.P.

Denny Miller Associates

Fred Hutchinson Cancer

Research Center

Hidden Heritage of Fiji & Hidden Heritage

Dollars for Scholars

Invest Northern Ireland (Invest NI)

Kobe Trade Information Office

Lane Powell Spears Lubersky LLP

## MEMBERSHIP

Companies and organizations  
by 200 firms are currently  
\$150 your company will:

\* be asked to serve on ad hoc committees concern-  
ing Trade Alliance policy and planning;

\* receive our quarterly newsletter and other regular  
mailings.

\* receive free and automatic linkage from our  
Internet site to yours.

*For more information, or to establish your company's  
membership, contact "A" Boungjaktha, (206) 389-7289,  
neepapornb@seattlechamber.com*

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### New members of the Trade Alliance

#### Electronics Arts, Inc.

Electronic Arts (EA) is the world's leading independent developer and publisher of interactive entertainment software for personal computers and advanced entertainment systems such as the PlayStation®2, Xbox™ video game console from Microsoft, the Nintendo GameCube™ and the Game Boy® Advance. EA currently markets its products worldwide.

#### GETCO, Inc. (Global Equipment & Technology Co. LLC)

GETCO offers services, which covers all the tasks required to relocate, build, start-up and sustain a manufacturing operation in emerging markets. They also oversee plant construction, employee training and help ensure the continued success of the operation. Through 15 years of experience in the Pacific Rim, GETCO has established lasting relationships with government and financial leaders.

#### Mat Harris & Associates

Mat Harris & Associates is an international trade company focused on Africa and the Caribbean. Our emphasis is developing partnerships between Pacific Northwest businesses, foreign businesses and governments through our networks in west, east and southern Africa and throughout the Caribbean.

#### Prater Writes

PraterWrites provides cost-effective communications on a project basis to companies that do not have the skills, people or time to do the work in-house, or the budget to have a public relations firm on retainer. Its unique array of skills allows the firm to serve diverse clients of any size.

#### Regal Financial Bank

Headquartered and located in the heart of downtown Seattle, Regal Financial Bank is a full service bank catering to all business needs. They provide the complete range of deposit and lending products and services that businesses need to grow and perform.

## Catching up with the Celtic Tiger

### Greater Seattle Business Mission Forming to Ireland & Northern Ireland

Seattle's sister city of Galway – known as the City of Tribes by the Irish – is a metropolis on the rise. One of the fastest growing cities in Europe, Galway's allure extends beyond its medieval pedestrianised streetscapes and notably welcoming people. It is a city reflective of the high tech investment in Ireland over the last decade. Bio-medical and software companies are clustered around top level educational and medical facilities including National University Ireland - Galway. How to get to Galway? Join the Trade Alliance fall mission & explore this unique city Sept 5-7 through a sister city-organized visit, followed by a one-week intensive business program to Dublin and Belfast, Sept 6-13.

The Galway sister city relationship is just one of the ties linking Greater Seattle to Ireland. Microsoft chose Dublin for its European Product Development and Operations Centers for Europe, and the fast-growing Ryanair pledges to purchase

only Boeing planes. Belfast was the destination of three past Greater Seattle business missions, and is home to the aerospace company Shorts Brothers which has a close relationship with Boeing.

The fall business mission will strengthen existing relationships and explore new opportunities in industries including: IT, bio-medical and healthcare technology, aerospace, financial services, telecom and higher education.

Similar to Greater Seattle, Ireland and Northern Ireland are characterized by young populations, a climate of creativity and entrepreneurialism, and an economy highly dependent on international trade. The mission will explore how these markets are positioned moving forward in a global economy that is markedly different from that of the 1990's. Ireland experienced the success of Celtic tiger development between 1997-2001 when GDP growth averaged 9.5 percent annually. With its 12.5 percent business tax fixed at a still low rate, the market remains attractive for Washington State and Greater Seattle companies. Similarly, Northern Ireland was the fastest-growing segment of the UK economy through the 1990's. Both economies are creatively repositioning themselves to respond to the changing market climate. What new opportunities are emerging as a result?

Highlights of the planned program in Dublin and Belfast include: briefings & receptions with the US Embassy and Consulates; in-country perspectives by local companies; a first-hand look at innovation taking place via universities and research organizations; networking events with local companies; and valuable site visits.

Should Ireland and Northern Ireland represent a match for your company interests, you won't want to miss this opportunity.

*Full registration and cost information is available by contacting Kristi Beattie at 206-389-7255 or by email at [kristib@seattlechamber.com](mailto:kristib@seattlechamber.com)*

#### IRELAND & NORTHERN IRELAND BUSINESS PROGRAM (Sept 6-13):

September 5 (Fri)	Seattle Sister City Program - Galway
September 6 (Sat)	Galway Cont. Non-Sister City Participants Depart Seattle
September 7 (Sun)	Galway Sister City Program Non-Sister City Participants Arrive Dublin
September 8 (Mon)	Dublin Program
September 9 (Tues)	Dublin Program
September 10 (Wed)	Dublin, transfer to Belfast
September 11 (Thur)	Belfast Program
September 12 (Fri)	Belfast & Derry Program
September 13 (Sat)	Depart Belfast for Seattle



## Greater Seattle: Internationally Savvy

### Civic Leadership Understands Importance of International Trade

Readers of Crossroads know Greater Seattle is the most internationally trade dependent region in the United States. But just how internationally savvy is the civic leadership of the region? Turns out the region knows its stuff.

A recent study by National Grassroots/Communications (NG/C) found that leaders in the community, from business to government to labor to environmental officials, had a high understanding of how important international trade is to Greater Seattle's economy. Earlier this year, **Scott Ingham** and **Mike Stewart** of NG/C interviewed more than two dozen leaders in the region in a variety of fields, including business, government, ports, labor, environment, research and development, international development, and community organizations.

Most of the leaders NG/C interviewed recognized the importance of the international economy to the Puget Sound region. As their report said, "There was top-of-mind awareness that Puget Sound is a trade-dependent region and strong opinions expressed that the international economy is extremely important."



A government official interviewed by NG/C said "We are the most trade dependent region in the United States. One out of three jobs is trade related. It's incredibly important."

Perhaps, even more impressive was that the interviewees were very accurate on international statistics for the region. They knew how many jobs in the region are tied to international trade. "When asked to identify the percentage of jobs in the region that are tied to international trade, the average given by the 24 research participants was 33.75 percent." Readers of Crossroads know that statistical studies show that approximately one in three jobs in the Greater Seattle region are depen-

dent on international trade.

The interviewees also understood the importance of the region being competitive in the world economy. "It's imperative that any country, state or region create a competitive advantage for

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**A government official interviewed by NG/C said "We are the most trade dependent region in the United States. One out of three jobs is trade related. It's incredibly important."**

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themselves," said one business leader. With regards to this, some of the interviewees cited Greater Seattle's geographic location as a competitive advantage. "How could we not be competitive, given where we're located?" an international development leader noted.

An internationally savvy civic leadership is probably important for any region in our new globalized economy. But for Greater Seattle, it is imperative. As the interviewees knew, our jobs are dependent on international trade. In addition, Washington state is the second-largest exporter per capita in the nation and fourth largest overall. International tourists, students, researchers and a host of other international connections drive our economy forward.

The region works to be sophisticated internationally. The International Study Mission program (see Shanghai Cover Story) is one such effort. One old Greater Seattle sage has said we speak to a parade not an audience. It is good to see that the current drum majors are right in step.

*For more information about National Grassroots/Communications, please contact Mike Stewart at 206-547-6100 or visit their web site at [www.ngrc.com](http://www.ngrc.com)*

## Company Profile: Benaroya Research Institute at Virginia Mason

A Patron Member of the Trade Alliance

Every country in the world is affected by disease. Discovering the cures for these serious illnesses requires a global effort. Seattle's **Benaroya Research Institute at Virginia Mason (BRI)** is internationally recognized for its work in research and therapy of autoimmune diseases, such as diabetes and arthritis, and is an innovator in the exploration of genetic aspects of widespread human diseases, including cancer.

Using state-of-the-art technologies and collaborating with Virginia Mason Medical Center and academic organizations, BRI applies discoveries from the lab directly to patient treatment. Results are then translated back to the lab in an approach called *Translational Research*. This method, combining advances in discovery-based science and clinical treatment, offers the greatest promise to individuals affected by disease.

BRI director Gerald T. Nepom, M.D., Ph.D., is a world-renowned scientist and immunologist with expertise in molecular and genetic mechanisms that trigger autoimmune disorders. Nepom works with other BRI principal investigators, top researchers who have come from around the world to

work with the high caliber team, and whose capabilities span the areas of immunology and genetics. Specific clinical research programs in the institute include the Clinical Research Center, the Diabetes Clinical Research Unit, the Arthritis Clinical Research Unit, and the Cancer Clinical Research Unit, which offer patients the opportunity to participate in clinical trials.

**BENAROYA** VIRGINIA MASON  
**RESEARCH INSTITUTE**

Established in 1957 as the Virginia Mason Research Center, Benaroya Research Institute at Virginia Mason was renamed in 2002 in recognition of the support of the Benaroya family of Seattle. The name change further defines its unique niche as a basic sciences research institute associated with a major medical center and teaching program. As a non-profit organization, BRI is funded through support from government, corporate, philanthropic donors and associations.

*Contact Information: Benaroya Research Institute at Virginia Mason; 1201 - Ninth Ave; Seattle, WA 98101-2795; [www.benaroyaresearch.org](http://www.benaroyaresearch.org).*

### Internationally Recognized

*Since it began its pioneering work almost fifty years ago, the institute's programs continue to receive international and national recognition.*

- BRI is a founding member of the Seattle Human Islet Transplantation program, chosen by the National Institutes of Health as one of 9 research centers in the world to perform islet transplants for patients with Type 1 Diabetes.
- BRI is the North American coordinating center for the Type 1 Diabetes Genetics of Consortium, a National Institutes of Health sponsored international research program to identify genes associated with Type 1 Diabetes.
- BRI is one of four national centers designated by the National Institutes of Health as an Autoimmunity Prevention Center.
- BRI is the national center for the use of "tetramers" an engineered molecule that enables scientists to detect and measure specific immune cells in blood samples.

## Munich and Seattle: The Science Cities

Munich and the State of Bavaria are the destination of the 2004 International Study Mission organized by the Trade Alliance and the Greater Seattle Chamber of Commerce. With many similar assets and challenges, Munich is an excellent place against which to benchmark the Greater Seattle region.

Both regions are considered one of the best places to live in their respective countries. Munich is a city close to the mountains, surrounded by large lakes, filled with parks, museums, theaters, art and a wealth of recreational opportunities. Sounds familiar to a Greater Seattleite. The region's quality of life attracts and retains the talented people necessary for a high tech economy.

Munich is a city of 1.2 million people in a region of nearly 3 million in a state of 12 million. While Munich is larger than Seattle, the Greater Seattle metropolitan region is larger because of substantial cities such as Tacoma and Everett.



*Munich's transportation system is ranked third best in Europe.*

Munich is home to 10 universities with over 80,000 students. Greater Seattle has seven universities and a number of specialty four year schools, as well as a wealth of community colleges. Education is a key to the success of both economies. In addition, both Munich and Greater

Seattle are host to a variety of top notch research institutions, making them both "science cities." Munich is home to the Max Planck Institute, the equivalent of the National Science Foundation in Germany. Having the Institute nearby helps institutions like Technical University Munich attract world class faculty. The

Fraunhofer Institute of Applied Research is also headquartered in Munich. Munich is also home to the European Patent Office which brings large numbers of technical experts to the city.

Munich will be an instructive city to visit because of its planning process. The city adopted a strategic urban plan that gives a context to its competitive strategy, entitled the "Munich Perspective." The document includes seven goals such as improving the economy and improving regional cooperation.

Greater Seattle visitors won't find it hard to adapt to Munich. They will exchange their glass of excellent Washington wine for a Beer stein. Visit the English Garden rather than Discovery Park. Look at the Alps rather than the Cascades and Lake Starnberger rather than Lake Washington. The visitor will miss the cry of seagulls and the smell of salt water, but will see a great musical clock, an active town square and ride one of the best transportation systems in Europe.

*For more information on the Munich Study Mission, please contact Bill Stafford, 206-389-7301.*

### Greater Seattle - Munich Connections

Greater Seattle and Munich have many connections. Microsoft has its German and Central Europe Headquarters in Munich. Attachmate also has an office there. Amazon.com is located in a nearby Bavarian city and Starbucks plans to open stores in Munich.

Seimens has a major presence in Munich and a growing one in Greater Seattle. Two of Germany's largest companies, Deutsche Post and Deutsche Telecom have investments in companies in the region. Germany is Washington state's seventh-largest trading partner. A number of German-related organizations call Greater Seattle home.



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**The Trade Development Alliance of Greater Seattle** is a partnership of the **City of Seattle, Port of Seattle, Port of Tacoma, City of Everett, Metropolitan King County Government, Snohomish County, organized labor** and the **Greater Seattle Chamber of Commerce**. The Trade Alliance is dedicated to promoting this region as one of North America's premier international gateways and commercial centers. Through cooperative efforts, this coalition of public and private-sector organizations will enlist its members' unique and diverse resources to accomplish this goal.

1301 Fifth Avenue, Suite 2400  
Seattle, Washington 98101-2603 U.S.A.  
Tel: (206) 389-7301  
Fax: (206) 624-5689  
[www.seattletradealliance.com](http://www.seattletradealliance.com)  
Email: [tdags@seattlechamber.com](mailto:tdags@seattlechamber.com)

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